

- Instructions :** (1) This paper contains **FIVE** questions.
(2) All questions are compulsory.
(3) Question No.2, 3, 4 have internal options.
(4) Figures in the right side in parenthesis indicate marks.

Q:1 Consider the purchase of a cold drink at a convenience store. Describe the various stages in the supply chain and the different flows involved. (14)

Q:2 Why should a firm such as Dell take into account total supply chain profitability when making decisions? (14)

OR

Q:2 What are some strategic, planning, and operational decisions that must be made by an apparel retailer such as Allen Solly? (14)

Q:3 Consider the supply chain involved when a customer purchases a book at a bookstore. Identify the cycles in this supply chain and the location of the push/pull boundary. (14)

OR

Q:3 How would you characterize the competitive strategy of a high-end department store chain such as Lifestyle? What are the key customer needs that Lifestyle aims to fill? (14)

Q:4 Where would you place the demand faced by Lifestyle on the implied demand uncertainty spectrum? Why? (14)

OR

Q:4 What level of responsiveness would be most appropriate for Lifestyle's supply chain? What should the supply chain be able to do particularly well? (14)

Q:5 What are some factors that influence implied uncertainty? How does the implied uncertainty differ between an integrated steel mill that measures lead times in months and requires large orders and a steel service center that promises 24-hour lead times and sells orders of any size? (14)
